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IN THE CLAIMS

1. **(currently amended)** A server system for distributing contents to 3rd generation portable mobile terminals in a specific area, comprising:

a first database for storing contents related to the specific area where the contents distribution service is provided to registered users of the portable mobile terminals;

a second database for storing contents to be distributed which are prepared by an information provider and a distribution condition thereof which is specified by the information provider;

a third database for storing registered users and a receiving condition of the distributed contents which is specified by the registered users;

means for receiving position information from the portable mobile terminals of the registered users;

determining means for determining whether the received position information is located in the specified area stored in the first database; and

content distribution means for automatically distributing the contents to be distributed satisfying the distribution condition stored in the second database and the receiving condition stored in the third database, to the corresponding portable mobile terminals of the registered users located in the specified area which is determined by the determining means.

2. **(currently amended)** A server system as described in claim 1, further comprising area determining means for illustrating said specific area using a simple figure, and storing said figure in said first data base as area information indicated by the latitude and longitude;

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wherein said determining means uses the position information received from said portable mobile terminals ~~for said determination~~ to determine whether said received position information is located in said specified area stored in said first database.

3. (previously presented) A server system as described in claim 1, wherein said position information received from said portable mobile terminals is the latitude/longitude information of said portable mobile terminals.

4. (currently amended) A server system as described in claim 3, further comprising area determining means for illustrating said specific area using a simple figure, and storing said figure in said first database as area information indicated by the latitude and longitude;

wherein said determining means uses said latitude/longitude information received from said portable mobile terminals ~~for said determination~~ to determine whether said received position information is located in said specified area stored in said first database.

5. (previously presented) A server system as described in claim 3, wherein said latitude/longitude information is given by the portable mobile terminals having a GPS receiver.

6. (previously presented) A server system as described in claim 1, wherein said position information received from said portable mobile terminals is the information on the base station of a radio area where each of said portable mobile terminals is existent.

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7. (previously presented) A server system as described in claim 6, further comprising area determining means for illustrating said specific area using a simple figure, and storing said figure in said first database as area information indicated by the latitude and longitude;

wherein said determining means uses, for its determination, the latitude/longitude information converted based on the base station information of the radio area where said portable mobile terminal exists, which station information is received from said portable mobile terminal.

8. (previously presented) A server system as described in claim 1, further comprising registration/canceling/change means for executing, by communication with each of said portable mobile terminals, the registration/canceling procedure for the user registration of the portable mobile terminal and the registration/change procedure for the receiving conditions of said user stored in said third database.

9. (previously presented) A server system as described in claim 1, further comprising receiving means for receiving the contents to be distributed and the distribution condition of the information provider, and for storing the contents to be distributed and the distribution condition in said second database.

10. (previously presented) A server system as described in claim 1, further comprising means for receiving the response of a registered user to the distributed contents, recording and statistically processing said response, and managing and maintaining the result of said process.

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